

We Accept Liberty Bonds At Their Face Value on Accounts or For Merchandise. Apply at Our Main Offices

"THE POPULAR"

We Maintain The Promptest Mail & Phone Order Bureaus in the Southwest. Investigate With An Order

15TH YEAR.

EL PASO, TEXAS, FRIDAY, OCTOBER 19, 1917.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

Cotton Blankets

66x80 inch Shawmut cotton plaid blankets, with a wool finish. \$3.45 values.

\$2.45

—(Down Stairs Store)

Outing Flannel

Good grade outing flannel in light or dark plain colors and novelty designs. A yard.

17 1-2c

—(Down Stairs Store)

Women's Corsets

"Miller" corsets of coutil; well boned; lace and embroidery-trimmed; four supporters.

69c

—(Down Stairs Store)

Brassieres

Lace and embroidery-trimmed brassieres that fasten in front or back. Values, at each.

29c

—(Down Stairs Store)

Children's Drawers

Made of a good grade muslin; well made garments that cannot be caught at

10c

—(Down Stairs Store)

Handkerchiefs

Women's plain white, colored border and white with colored border handkerchiefs. Each, at

5c

—(Down Stairs Store)

Voile Blouses

Two grand lots of white voile blouses; some with a touch of color. Price 75c and

50c

—(Down Stairs Store)

Women's Bath Robes

Strong quality blanket bath robes, in lavender, blue, pink, old rose and tan.

\$2.45

—(Down Stairs Store)

Blouses That Were \$6.50 Are Marked \$4.95

IN the new Fall colors for suits—plaids and stripes in satins and taffetas; crepe de chine and Georgettes, in flesh, white, beet root, apricot, Joffre blue—the newest shades. Latest neck effects, with handsome lace trimmings—embroidered in silk and beads. Many smart plain tailored models. The city's finest assortment. They were bought to sell at \$6.50. For Saturday's selling we have repriced them \$4.95. —(Fifth Floor)

Values In The Girls' Store

GIRLS' ALL-WOOL SERGE FROCK. AT \$5.00—A wonderful display of "all wool" serge frocks for girls from 6 to 14 years. They are just the proper garment for school or street wear. Colors include navy, brown, green, and black and white checks. The best girls' dress value shown locally, at

\$5.00

GIRLS' WOOL SKIRTS. AT \$1.95—They are shown in rich plaid and attractive checks. Sizes to fit girls from 6 to 12 years. They are unusual values, at

\$1.95

(Case display of these skirts)

COATS FOR GIRLS OF 2 TO 6 YEARS. AT \$5.00—Have you seen them? They are certainly far above the values other stores show at this price. There are rich plaids, corduroys, chinchillas, chevrons and other splendid materials, in all the wanted colors, and we must repeat the true price of these pretty small coats is only

\$5.00

SWEATERS WORTH MUCH MORE. AT \$1.95 & \$2.50—They are shown in the most durable knits, and the colors include red, grey, Copenhagen, rose and white. Cut styles to

\$2.50

HEADWEAR FOR GIRLS—Every day see new hats added to our already large display. Styles suitable for girls from 5 to 14 years. Fashioned of velveteen and corduroy. Priced at

\$1.00

NOW IS THE TIME—To lay in your supply of Dr. Denton Sleeping Garments. We have a full supply, and our prices can't be equaled locally.

—(Fourth Floor)

Specials In Art Goods

IT'S none too early to begin embroidering that Christmas present. Be practical this year—make your presents—they will be less expensive and much more appreciated by your friends, who know that you have taken the time and trouble to make them something. Below we offer two extra specials that will make splendid Christmas presents

—(Third Floor)

TOWELS SPECIAL, 35c—A beautiful assortment of daintily stamped huck and Turkish towels. A splendid value Saturday.

25c

at each. DRESSING SAQUES—We also offer a new line of Batiste Dressing Saques; all stamped in new and effective designs. Special Saturday, each, at

49c

Silk Specials For Saturday

48-INCH COLORED DRESS SATIN—All shades. Worth \$2.50. Special, a yard, at

\$1.95

24-INCH COSTUME VELVET—Fast Pile; all street shades. Extra special, a yard.

\$1.39

26-IN. ALL SILK BLACK MESSALINE—A big value, at the extra special price of a yard.

\$1.15

—(Third Floor)

Fashion's Most Notable Serge Frocks \$29.50 Values At \$16.50



See Our Window Displays

ANOTHER shipment of new Autumn Dresses to sell at \$16.50! There are pretty styles—all new—and even greater values than marked any of our previous sales of dresses at anywhere near this price. There are styles a-plenty—for afternoon, for street, for general wear. Made of navy serges, also serge in combination with satin and Georgette crepe.

Many models with unique collars and cuffs, with new ideas in trimming and pleating, with fancy pockets. Some set off with a touch of embroidery. Drapes, tucks and close-fitting bodice effects are also in evidence.

We cannot too strongly emphasize the richness and the desirability of the materials used in fashioning these pretty frocks. And there's a dress here for every type and size—misses 16 to 18 years; women 36 to 46 bust measure. The entire collection—much of our own stock included with this special purchase—\$16.50. —(Fifth Floor)

Great Mid-Season Clean-Up Sale Of Smart Millinery Fall And Winter Hats Extremely Low Priced

BEAUTIFUL hats in any style from snug little turbans to lowy brimmed picture hats—almost every conceivable material and color, as well as black. Many have not been in the department over two weeks, but with a steady stream of hats coming and going, odd lots accumulate quickly and must be closed out.

All are seasonable and in good condition. Many women who have not purchased their Winter hats will be glad of this opportunity of getting one for little money—but come early. Here are the three lots, and the reduced prices:

Lot No. 1
Women's Hats, Up To \$12.00, at

\$5.85

Lot No. 2
Women's Hats, Up To \$14.95, at

\$7.50

Lot No. 3
Women's Hats, Up To \$25.00, at

\$9.95

Exclusive Model Hats At 1-3 Off

Hickson Models—Bruck-Weiss Models—Gerhardt Models—Cecile Models—Vogue Models—

1-3 Off

Bondel Models—Kurzman Models—Ranah Models—Cage Models—

1-3 Off

Special Items In The Boys' Store To Make Saturday A Busy Day

IT is our intention to make Saturday a very busy day in the Boys' Department. To this end we offer special items at prices exceptionally low for this time of year. Be here Saturday with your boy.

BOYS' WINTER NORFOLK SUITS

In sizes 7 to 18 years. Made in new Trench and conservative model Norfolk styles; some have one pair, others have two pairs full lined button knee knickers. The colors are new browns, greys and tans in neat mixtures. Included in this assortment are a few of the new suits having pants with double seat and double knee. This lot is by far the best value produced this season and it would be a mistake on your part to overlook this. Come in and see them. A suit, at

\$5

SMALLER BOYS' SUITS—Sizes 2 to 8 years. Very good looking new models, in mixtures, velvets, shepherd plaid and serges. Extra values for \$5.95 and

\$5



A REAL HEAVY SWEATER

In rope weave, with shawl collar and two pockets. Comes in dark solid grey or medium grey, with red or blue chest stripes. Sizes 6 to 15 years. Very special, at each,

\$1.25

BOYS' GREY UNION SUITS—Fleece lined; flap seat; sizes 6 to 15 years. These are fine for cold weather. A suit, at

45c

OTHER WANTED ITEMS—Complete assortment of high grade boys' suits up to \$15.00. Boy's Reefers, Mackinaws and Overcoats, at \$5.00 to \$14.50. Boys' Underwear, Sweaters, Blouses, Pajamas, Caps and Hats, Gloves, Neckwear and Nifty Furnishings.

Great Sale Of Serge Or Silk Frocks In The Busy Down-Stairs Store

THIS purchase of 500 beautiful new dresses was consummated by our Ready-to-Wear buyer in our New York office. And right here we wish to lay emphasis on the fact that no more comprehensive collection of Autumn Frocks was ever brought to El Paso. The models are delightfully different, yet at the same time correct and distinctive.

The materials include Serge, Crepe de Chine, Satin, Taffeta, Serge combined with Satin, Serge combined with Crepe de Chine, and Satin combined with Crepe—in black, navy, beet root, purple, taupe and green.

The dresses are made in probably 30 different styles, including the popular basque and straight line effects. Counterparts of these dresses have been sold right here in El Paso at considerably higher prices—and they are good values at those prices. Tomorrow they are priced as follows:

Silk or Serge Dresses
\$5.95

Dresses To \$20
\$9.95

Dresses To \$25
\$10.95

See San Antonio Street Windows

We Can Save You Money on Fall Shoes

HAVE you been looking in the Shoe windows, Madame? Have you priced your Fall Shoes yet? Have you been stunned by the cost of them? Then you'll appreciate what we mean in the headlines above when we say: "We can save you money on Fall Shoes."

Thanks to the tremendous power of "The Popular's" idea. In other words: A small profit on many sales is much more desirable than a large profit on a few sales. And YOU benefit.

—(Second Floor)

WOMEN'S PUMPS, EVENING SLIPPERS, OXFORDS AND STRAP SLIPPERS—In Black Vici, White Kid, and Dull Kid. These Low Shoes are composed of all short lines from our regular stock, and in the lot you will find Low Shoes suitable for street, evening wear, and many of them will make excellent house slippers. These are worth from \$3.50 to \$7.00 a pair. We offer them Saturday, at a pair,

\$2.45

GROWN GIRLS, MISSES, AND CHILDREN'S SCHOOL OXFORDS—In Tan or White Buckskin, with chrome elk soles. These make good school shoes. We have them in all sizes from the child's size 8 to the grown girl's size 7. They are worth \$3.00 and \$3.50 a pair. We offer them Saturday, at a pair,

\$1.95

WOMEN'S HOSE

Shown in black, white and novelty black and white effects. Special, at

15c Pair

—(Down Stairs Store)

WOMEN'S HOSE

Bursum seamless cotton hose, in white or black; knit to fit. Special,

25c Pair

—(Down Stairs Store)

Children's Hosiery

Shown in black or white. A good quality ribbed hose; hand knit; silk lisle finish

15c Pair

—(Down Stairs Store)

Women's Fall Shoes

Black vici kid, black gunmetal, and novelty boots with blue or patent leather vamp; white kid tops; sizes 2 1-2 to 6.

\$3.95

—(Down Stairs Store)

American Lady Corsets New Fall Models At \$2.00

CORSETRY has attained a degree of perfection that is truly wonderful. One corset in particular, the American Lady Corset, is recognized by the discriminating, fashionable woman as the ideal corset, faultless in fashion, fit and fabric. We feature for Saturday a new Fall model—one of the newest and most authentic styles. Fashioned of a fine grade herri-bone striped, white coutil; elastic inserts at top; silk braided trimmings; a wonderfully well boned model; six strong hose supporters. A style that combines wonderful grace of line and modeling. Ask to see Number 314 American Lady Corset; sizes 20 to 28. Priced at \$2.00. —(Fourth Floor)



New Silk Pajamas For Women, \$5 To \$7.50

A WONDERFULLY pretty showing of Women's Two-Piece Silk Pajamas, in a variety of the most wanted colors. Plain tailored styles, with long sleeves, and frog trimmings. We feature a number of beautiful lines, priced at, a pair, \$5.00, \$6.50, \$7.50 up. See them when you come Saturday. —(Fourth Floor)

Big Values In New Fall Hosiery And Underwear

WOMEN'S FANCY SILK HOSE—A host of the season's favored styles in stripes, plaids, and polka dots; every imaginable color and combination. Fashioned of pure silk with garter welt and soles of lisle, to assure wear. Kinds that were made to sell at \$1.25 and more, offered special

\$1.00

Saturday, at a pair.

WOMEN'S BOOT SILK HOSE—We couldn't duplicate them at the price, but we own them at a low price and you get the benefit. Perfectly made, durable and sightly. The

25c

pair, at CHILDREN'S HOSE—Designed for growing boys and girls. Made of long staple yarns; fast

dyes. Choice of either light or heavy weights, in white or black; sizes 4 to 10.

19c

Good values, at a pair. WOMEN'S GLOVE SILK VESTS, 95c—An extraordinary value in Women's Glove Silk Vests of substantial weight. Made either band or bodice top; full length; reinforce arm shield. Shown in white or pink; every

95c

size from 34 to 44. For WOMEN'S SEPARATE GARMENTS—That were made for early Fall wear; light or medium weights; soft and durable; perfect fitting. Vests come high neck, long sleeves, and Dutch neck, half sleeves. Knee length

65c

pants, in tight or lace trimmed knee. Sizes 42 to 44, at a garment 75c; sizes 34 to 38, at a garment.

25c

CHILDREN'S SEPARATE GARMENTS—Light weight pants and vests, for boys or girls; weights and styles suited for present day wear. Unequaled

25c

values, at a garment. —(First Floor)

Toilet Articles

On Sale All Day.

NADINE FACE POWDER—A superior face powder the use of which will add much to Milady's appearance. The box, at

38c

EAU DE QUININE—Pimod over much of his popularity to his Eau De Quinine Hair Tonic. The 1.00 size, at a bottle,

69c

POMPEIAN MASSAGE CREAM—Assures the user of a perfect complexion. The 50c size, at

39c

ROGER & GAILLET'S LIQUID ROUGE—For those who prefer a liquid rouge, Roger & Gaillet's has no equal. A bottle, at

18c

CUTEX MANICURE SETS—Be your own manicurist. A Cutex set will enable you to keep your nails and cuticle in the pink of condition. Regularly \$2.00. Saturday, at

\$1.79

SANITOL PREPARATIONS—A line of toilet preparations that's preferred by many to the more expensive makes. The 25c kinds, at

19c

ODOR SHUN—Destroys all objectional odors, without the slightest injury to the body. The 25c size, at

18c

LEHN & FINE'S TALCUM POWDER—A fan blown talcum of merit, with a faint odor of violets. The 25c boxes, at each,

19c

PEARL'S UNSCENTED SOAP—A favorite soap for the toilet and bath, the world over.

2 bars 25c

—(First Floor)

Gloves, Veils, Neckwear, Jewelry, Bags & Clocks

CHAMOISETTE GLOVES—Are very scarce and present day qualities uncertain. We offer a last season's superior quality in white or natural, at the original price of a pair,

50c

DRAPED VEILS—A splendid assortment from which to choose. The designs are new and novel; meshes clear and strong. We show tomorrow, wonderfully chic effects in black, taupe, nigger brown, purple, navy, etc., at the special price of each,

65c

CHIFFON VEILS—An excellent quality chiffon veil, 11-2 yards long, with neat hemstitched and satin striped borders. Shown in all the wanted colors. They are ideal for motor wear. Splendid values, at each,

\$1.25

WOMEN'S NEW FALL NECKWEAR—High stocks with jabots attached are favored by those who follow closely the dictates of Fashion. Our latest arrivals include wonderful values, designed of fine Nets, in perfect fitting styles, beautifully trimmed. Unequaled values at each, \$1.00, and another

50c

WOMEN'S NECKWEAR—A table assortment of collars and cuffs sets, that are original in design and perfect as to workmanship. Priced values, at

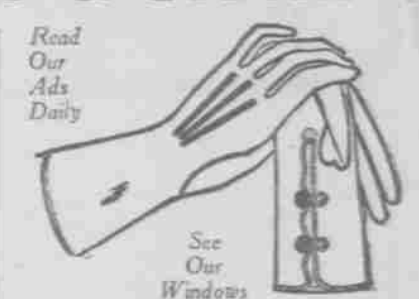
25c

EAR RINGS—They are ultra stylish, and present day styles are wonderfully becoming. We feature a splendid assortment of every wanted style and color, in button or drop effects, at a pair,

50c

CHILDREN'S PURSES—Real "grown-up" styles, that will gladden the heart of the little Miss. Made of silk, velvet or real leather, in plain or beaded styles. Neatly lined, and fitted with mirror. Priced at \$1.00, 50c,

25c



HAT PINS—Sterling head hat pins, with silver plated stems, that are both attractive and serviceable. Pleasing values, at the pair,

25c

GOLD TOB JEWELRY—Every piece is constructed with a solid gold top, and is guaranteed to wear five years. Bar Pins, Brooches, Beauty Pins, Lingerie Clips, Cuff Links, Tie Clips, Etc. They all have the appearance of the finer grades. Choice, at

29c

WOMEN'S REAL LEATHER HAND BAGS—A feature line that includes all the desirable kinds. Made of real Pin Seal or Morocco leathers, in a variety of shapes and sizes; all are perfectly made, and designed for service, as well as attractiveness. Each, at

\$2.50

ALARM CLOCKS—A real time keeper, with a clear alarm, that's made especially for us by "Westclox." Best materials and expert workmanship make the clock an excellent

\$1.00

value, at each. —(First Floor)

The Popular DRY GOODS CO., INC.

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